

Industry Sector

Drive Technologies Division Industry Automation Division

Nuremberg (Germany), April 19, 2010

Siemens supports TectoYou by taking 1,050 high school pupils to Hannover Messe 2010

The aim of TectoYou, the national initiative of Hannover Messe AG and “Germany – Land of Ideas” launched in collaboration with various associations and sponsored by Germany’s Federal Minister for Education and Research, Prof. Dr. Annette Schavan, is to inspire young people for technical professions and ignite their fascination for future technologies. Siemens supports TectoYou by making it possible for 1,050 high school pupils, coming in 20 groups from schools all over Germany, to take part in TectoYou 2010.

“The lack of qualified specialists is affecting every branch of industry, which is why the automation sector in Germany one day will be more dependent than ever before on qualified technicians and engineers. Our commitment is intended to fascinate young people for technology while they are still at school and make technical jobs more interesting to them,” said Gunter Erb, head of Human Resources at the Siemens Industry Sector.

The feedback of the schools that took part in the program in 2009 included such statements as “The highlight of our visit was the exclusive guided tour of the Siemens booth” and “Robocop 2009 showed us that technology can actually be fun”. In view of this positive experience and excellent reception, Siemens will be stepping up its commitment in 2010 and taking twice as many pupils to Hanover. Siemens will help the participating schools with the travel expenses and offer them a complete one-day program which will include a guided tour of the exhibition grounds. The focus of the guided tour will be on “Automation” and “The Fascination of Technology”, which uses a “digital factory” as an example, as well as on “Energy Efficiency”. Presentations at the Siemens booth in Hall 9 will supplement the tour and show concrete applications, such as can be found in the brewing industry, automotive production or conveyor systems. Siemens’ answers to “sustainability” as a central challenge of our everyday life will also be presented. The young people will get to experience of the fun of technology firsthand by taking part in activities – such as soldering LED

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hearts or testing their skills at the interactive reaction wall – organized by Siemens in “Pavilion 33”. This “Technical Professions” experience will be rounded off by a test in which the young visitors can enter their interests and aptitudes in order to find out which kind of training would suit them best.

What is more, high school pupils on the verge of choosing an occupation will be able to obtain information on the training and study opportunities available at Siemens AG. Günther Hohlweg, head of professional training at Siemens, explains: “Germany is a technology location, which is why technical jobs offer more future prospects than any other profession. Siemens offers a wide variety of training opportunities, such as the option of the Dual Study Program or training at the Siemens Technical Academy.”

This press release does not contain a photo.

You can find the text on the Internet at: www.siemens.com/press/iadt/pressreleases

The **Siemens Industry Sector** (Erlangen, Germany) is the worldwide leading supplier of environmentally friendly production, transportation, building and lighting technologies. With integrated automation technologies and comprehensive industry-specific solutions, Siemens increases the productivity, efficiency and flexibility of its customers in the fields of industry and infrastructure. The Sector consists of six divisions: Building Technologies, Drive Technologies, Industry Automation, Industry Solutions, Mobility and Osram. With around 207,000 employees worldwide (September 30), Siemens Industry achieved in fiscal year 2009 total sales of approximately €35 billion. www.siemens.com/industry

The **Siemens Industry Automation Division** (Nuremberg, Germany) is a worldwide leader in the fields of automation systems, industrial controls and industrial software. Its portfolio ranges from standard products for the manufacturing and process industries to solutions for whole industrial sectors that encompass the automation of entire automobile production facilities and chemical plants. As a leading software supplier, Industry Automation optimizes the entire value added chain of manufacturers – from product design and development to production, sales and a wide range of maintenance services. With around 39,000 employees worldwide (September 30), Siemens Industry Automation achieved sales of €7.0 billion in fiscal year 2009. www.siemens.com/industryautomation

The **Siemens Drive Technologies Division** (Nuremberg, Germany) is the world's leading supplier of products and services for production machinery and machine tools. This includes standard products but also encompasses industry-specific control and drive solutions. Integrated technologies along the entire drive train with electrical and mechanical components offer highest potential to reduce energy consumption in industrial plants. The services provided by the Division include mechatronics support in addition to online services for web-based fault management and preventive maintenance. With around 36,000 employees worldwide (September 30), Siemens Drive Technologies achieved total sales of €7.5 billion in fiscal year 2009. www.siemens.com/drivetechnologies

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